

### Amendments to the Claims

Please amend claims 1, 7, 10, 18, and 26. All claims are listed below. This listing of claims will replace all prior versions, and listings, of claims in the application:

1           1.       (Currently Amended)       A method utilizing for a handheld device  
2       associated with a viewing device operable to receive to facilitate interaction with a  
3       ~~viewing device receiving~~ a broadcast, comprising:  
4               receiving by ~~indicating with the handheld device interest in obtaining~~ a content  
5       catalog, said catalog varying based at least in part on the broadcast and identifying  
6       interactive content associated with the broadcast provided by a content provider in a first  
7       data format incompatible with the handheld device ~~provided by a content provider;~~  
8               ~~receiving the content catalog from a formatting agent;~~  
9               selecting by the handheld device content in the content catalog having the first  
10       data format and identifying said selection to a formatting agent; and  
11               receiving said selected content from the formatting agent in a second data format  
12       compatible with the handheld device.

1           2.       (Original)       The method of claim 1, wherein the handheld device  
2       comprises a wireless coupling to the formatting agent.

1           3.       (Original)       The method of claim 1, wherein the content catalog content  
2       corresponds at least in part to broadcasts available for receipt by the viewing device.

1           4.       (Original)       The method of claim 1, further comprising:

2 broadcasting the broadcast to the viewing device over a communication channel;  
3 determining broadcast-related data for the broadcast; and  
4 making said broadcast-related data available to a content initiator so that the  
5 content initiator associates said broadcast related data with the content catalog.

1 5. (Original) The method of claim 4, further comprising:  
2 providing, by a broadcaster, said broadcast-related data to a content provider so  
3 that the content provider makes said broadcast-related data available to the content  
4 initiator.

1 6. (Previously Presented) The method of claim 1, wherein the first data  
2 format is incompatible with the handheld device, the method further comprising:  
3 retrieving said selected content from the content provider; and  
4 converting by the formatting agent of the first data format into the second data  
5 format.

1 7. (Currently Amended) A method for a handheld device to facilitate  
2 interaction with a viewing device receiving a broadcast, comprising:  
3 indicating with the handheld device interest in obtaining a content catalog  
4 identifying at least interactive content associated with the broadcast in a first data format  
5 provided by a content provider;  
6 receiving the content catalog from a formatting agent;  
7 selecting content in the content catalog having the first data format;

receiving said selected content from the formatting agent in a second data format compatible with the handheld device;  
retrieving by the formatting agent of said selected content from the content provider;  
determining the first data format is incompatible with the handheld device; and  
converting said selected content into said compatible second data format.

8. (Previously Presented) A method for a handheld device to facilitate interaction with a viewing device receiving a broadcast, comprising:

indicating with the handheld device interest in obtaining a content catalog having a portion identifying interactive content associated with the broadcast in a first data format provided by a content provider;

receiving the content catalog from a formatting agent;  
selecting content in the content catalog having the first data format;  
receiving said selected content from the formatting agent in a second data format compatible with the handheld device;

wherein said converting ~~comprises~~ to the second data format comprises:

determining characteristics of the handheld device;  
identifying a portion of said selected content that is incompatible with the handheld device; and

wherein said receiving said selected content from in the second data format includes converting said incompatible portion into a compatible portion based on said determined characteristics.

1           9.     (Previously Presented)     The method of claim 8, wherein said  
2 incompatible portion comprises an Internet communication protocol.

1           10.   (Currently Amended)     The method of claim 1, wherein the content  
2 catalog comprises ~~selected ones~~ one or more of: links to content provider content, and  
3 embedded content provider content.

1           11.   (Original)     An apparatus, comprising a machine accessible medium  
2 having instructions encoded therein, which when executed by the machine, are capable  
3 of directing the machine to perform the operations of claim 1.

1           12.   (Original)     The apparatus of claim 11, wherein said instructions include  
2 further instructions capable of directing the machine to perform the operations of claim 4.

1           13.   (Original)     The apparatus of claim 12, wherein said instructions include  
2 further instructions capable of directing the machine to perform the operations of claim 5.

1           14.   (Original)     The apparatus of claim 11, wherein said instructions include  
2 further instructions capable of directing the machine to perform the operations of claim 6.

1           15.   (Original)     The apparatus of claim 11, wherein said instructions include  
2 further instructions capable of directing the machine to perform the operations of claim 7.

1           16.   (Previously Presented)     The apparatus of claim 11, wherein said  
2 instructions include further instructions capable of directing the machine to perform the  
3 operations of claim 8.

1           17.   (Original)    The apparatus of claim 15, wherein said instructions include  
2 further instructions capable of directing the machine to perform the operations of claim 7.

1           18.   (Currently Amended)    A system to facilitate interaction with a viewing  
2 device receiving a broadcast, comprising:

3           a first machine at a first location having disposed therein a content formatting  
4 server, and a handheld device communicatively coupled to the content formatting server;

5           a first memory accessible by the handheld device having first instructions stored  
6 therein, which when executed by the handheld device, direct the handheld device to  
7 monitor a user interface for a trigger event, and responsive thereto, to request a catalog  
8 associated with the broadcast from the content formatting server, the catalog identifying  
9 at least interactive data associated with the broadcast;

10          a second machine at a second location, different from said first location, having  
11 disposed therein a content initiator communicatively coupled to the content formatting  
12 server; and

13          a second memory accessible by the content formatting server having second  
14 instructions stored therein, which when executed by the formatting server, direct the  
15 content formatting server to access data of ~~retrieve the catalog from~~ the content initiator  
16 in a first data format incompatible with the handheld device, and provide converted data  
17 ~~the catalog~~ to the handheld device in a second format compatible with the handheld  
18 device.

1           19.   (Original)    The system of claim 18, wherein the first data format is the  
2 same as the second format.

1           20.   (Original)    The system of claim 18, wherein said second instructions  
2 include further instructions for converting the first data format into the second data format.

1           21.   (Original)    The system of claim 18, further comprising:  
2           a content provider communicatively coupled to the formatting server;  
3           wherein said first instructions include further instructions, which when executed by  
4 the handheld device, direct the handheld device to retrieve content from the content  
5 provider.

1           22.   (Original)    The system of claim 21, wherein said instructions include  
2 further instructions, which when executed by the handheld device, direct the handheld  
3 device to:  
4           display the catalog on the handheld device;  
5           receive a selection of a catalog entry corresponding to content provided by a  
6 content provider; and  
7           retrieve said content from the content provider.

1           23.   (Original)    The method of claim 1, wherein the content identified in the  
2 content catalog changes in accord with changes of material present in the broadcast.

1           24.   (Original)    A method for a handheld device to facilitate interaction with a  
2 viewing device receiving a broadcast, comprising:  
3           indicating with the handheld device interest in obtaining a content catalog  
4 containing at least one transitory selectable item associated with the broadcast, wherein

5 the transitory selectable item comprises content having a first data format incompatible  
6 with the handheld device;  
7 receiving the content catalog from a formatting agent;  
8 selecting content in the content catalog having the first data format; and  
9 receiving said selected content from the formatting agent in a second data format  
10 compatible with the handheld device.

1 25. (Original) The method of claim 24, wherein the formatting agent is  
2 disposed within the viewing device.

1 26. (Currently Amended) A method for a handheld device to facilitate  
2 interaction with a viewing device receiving a broadcast, comprising:  
3 broadcasting the broadcast to the viewing device;  
4 maintaining a content catalog having content changing based at least in part on  
5 what is broadcast to the viewing device;  
6 receiving and indication from the handheld device of interest in obtaining the  
7 content catalog identifying content in a first data format provided by a content provider;  
8 and  
9 sending the content catalog to a formatting agent configured to convert the content  
10 catalog into a second data format compatible with the handheld device.